IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

Application No.: 09/885,793	§	Examiner: Shang, Annan Q.
	§	Group/Art Unit: 2424
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	§	
Inventor(s):	§	
	§	****CERTIFICATE OF E-FILING TRANSMISSION****
Joel Zdepski	§	I hereby certify that this correspondence is being transmitted via electronic filing to the United States Patent and Trademark Office on the date shown below
	§	
Title: AUTOMATED INPUT IN AN INTERACTIVE TELEVISION SYSTEM	§	Rory D. Rankin
	§	Printed Name
	§	
	§	/Rory D. Rankin/ March 2, 2009
	§	Signature Date
	§	
	§	

APPEAL BRIEF

Mail Stop Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir/Madam:

Further to the Notice dated January 30, 2009, Appellants present this Appeal Brief. Appellants respectfully request that this appeal be considered by the Board of Patent Appeals and Interferences.

I.   **REAL PARTY IN INTEREST**

As evidenced by the assignment recorded at Reel/Frame 011936/0463, the subject application is owned by OpenTV, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and now having its principal place of business at 275 Sacramento St., San Francisco, CA 94111-3810.

II. RELATED APPEALS AND INTERFERENCES

No other appeals, interferences or judicial proceedings are known which would be related to, directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

III.   STATUS OF CLAIMS

Claims 1-9, 11-26, 28-42, 44-61 and 63-80 are pending and rejected, and are the subject of this appeal. Claims 10, 27, 43, and 62 have been cancelled. A copy of claims 1-9, 11-26, 28-42, 44-61 and 63-80 as on appeal is included in the Claims Appendix hereto.

IV.   STATUS OF AMENDMENTS

No amendments to the claims have been submitted subsequent to the final rejection.

V.   SUMMARY OF CLAIMED SUBJECT MATTER

The subject matter of the present claims relates generally to interactive television systems and more particularly to a system and method for automating user input in an interactive television system.

Claim 1 recites a method of script usage in an interactive television system comprising:

executing an interactive television application, wherein said interactive application is configured to provide added content (e.g., FIG. 6, item 608; FIG. 6A, item 628; FIG. 7, item 708; page 19, lines 16-23; page 20, lines 4-18; page 21, lines 1-16);

providing an opportunity for the display of added content, wherein provision of said added content is configured to be triggered by one or more user selections (e.g., FIG. 3, item 310; FIG. 6, item 610; FIG. 6A, item 630; page 11, line 26 – page 12, line 12; page 19, lines 23-24; page 20, line 19);

executing a script which generates one or more automatic selections associated with the opportunity, the automatic selections comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction (FIG. 6, items 612, 614; FIG. 6A, items 632, 634; page 19, lines 22-27; page 20, lines 17-22); and

providing said added content for display in response to detecting said automatic selections (e.g., FIG. 6, item 618; FIG. 6A, item 638; page 19, lines 27-28; page 20, lines 22-23).

Claim 19 recites a computer readable medium comprising program instructions, wherein the program instructions are executable to:

execute an interactive application, wherein said interactive application is configured to provide added content (e.g., FIG. 6, item 608; FIG. 6A, item

628; FIG. 7, item 708; page 19, lines 16-23; page 20, lines 4-18; page 21, lines 1-16);

provide an opportunity for the display of added content, wherein provision of said added content is configured to be triggered by one or more user selections (e.g., FIG. 3, item 310; FIG. 6, item 610; FIG. 6A, item 630; page 11, line 26 – page 12, line 12; page 19, lines 23-24; page 20, line 19);

execute a script which generates one or more automatic selections associated with said opportunity, the automatic selections comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction (FIG. 6, items 612, 614; FIG. 6A, items 632, 634; page 19, lines 22-27; page 20, lines 17-22); and

provide said added content for display in response to detecting said automatic selections (e.g., FIG. 6, item 618; FIG. 6A, item 638; page 19, lines 27-28; page 20, lines 22-23).

Claim 34 recites a script usage device comprising:

a signal receiver, wherein said signal receiver is configured to receive a programming signal (e.g., FIG. 2B, item 31; page 9, lines 21-22); and

a script usage mechanism coupled to said receiver, wherein said script usage mechanism is configured to:

execute an interactive application, wherein said interactive application is configured to provide added content (e.g., FIG. 6, item 608; FIG. 6A, item 628; FIG. 7, item 708; page 19, lines 16-23; page 20, lines 4-18; page 21, lines 1-16);

provide an opportunity for the display of added content, wherein provision of said added content is configured to be triggered by one or more user selections (e.g., FIG. 3, item 310; FIG. 6, item 610; FIG. 6A, item 630; page 11, line 26 – page 12, line 12; page 19, lines 23-24; page 20, line 19);

executing a script which generates one or more automatic selections associated with said opportunity, the automatic selections comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction (FIG. 6, items 612, 614; FIG. 6A, items 632, 634; page 19, lines 22-27; page 20, lines 17-22); and

provide said added content for display in response to detecting said automatic selections (e.g., FIG. 6, item 618; FIG. 6A, item 638; page 19, lines 27-28; page 20, lines 22-23).

Claim 50 recites a system for automating user input in an interactive television system comprising:

a first source configured to convey an interactive application to a receiver (e.g., FIG. 1, items 14, 15, 16, 18, 19; page 7, line 10 – page 8, line 22);

a second source configured to convey added content to said receiver (e.g., FIG. 1, items 14, 15, 16, 18, 19; page 7, line 10 – page 8, line 22); and

a receiver (e.g., FIG. 1, item 12; page 8, line 1) coupled to said first source and said second source, wherein said receiver is configured to:

execute said interactive application, wherein said interactive application is configured to provide added content (e.g., FIG. 6, item 608; FIG. 6A, item 628; FIG. 7, item 708; page 19, lines 16-23; page 20, lines 4-18; page 21, lines 1-16);

provide an opportunity for the display of added content, wherein provision of said added content is configured to be triggered by one or more user selections (e.g., FIG. 3, item 310; FIG. 6, item 610; FIG. 6A, item 630; page 11, line 26 – page 12, line 12; page 19, lines 23-24; page 20, line 19);

executing a script which generates one or more automatic selections associated with said opportunity, the automatic selections

comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction (FIG. 6, items 612, 614; FIG. 6A, items 632, 634; page 19, lines 22-27; page 20, lines 17-22); and

provide said added content for display in response to detecting said automatic selections (e.g., FIG. 6, item 618; FIG. 6A, item 638; page 19, lines 27-28; page 20, lines 22-23).

VI.   <u>GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL</u>

1. 35 U.S.C. § 102 Rejections: Claims 1-9, 11-26, 28-42, 44-61, and 63-80 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,240,555 (hereinafter "Shoff").

VII. ARGUMENT

1. **35 U.S.C. § 102 Rejections: Claims 1-9, 11-26, 28-42, 44-61, and 63-80 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,240,555 (hereinafter "Shoff").**

Anticipation under section 35 U.S.C. §102 requires that each and every limitation of the claimed invention be disclosed in a single prior art reference. Appellant submits each of the independent claims are clearly not anticipated by Shoff.

Claim 1 recites a method that includes

"executing an interactive television application, wherein said interactive
 application is configured to provide added content;
providing an opportunity for the display of added content, <u>wherein provision of
 said added content is configured to be triggered by one or more user
 selections</u>;
<u>executing a script which generates one or more automatic selections associated
 with the opportunity, the automatic selections comprising input to the
 interactive application that triggers provision of said added content, the
 input being input that would otherwise be received responsive to a
 viewer's active interaction</u>; and
<u>providing said added content for display in response to detecting said automatic
 selections</u>."

Regarding claim 1, Appellant submits that Shoff does not disclose at least the above highlighted features. In the above recited features, a script is utilized to act (in

effect) as a robot to replace a viewer and a viewer's input. In the present final Office Action, the Examiner suggests:

"Shoff discloses that, 'An icon 204 is display at the lower right corner of the screen to inform the viewer that the program 202 is interactive (figs. 8a+, col. 9, lines 41+)' As long as the viewer does not activate the icon 204, the viewer computing unit continues to receive the video program over the selected channel and display that program alone, without any supplemental content (steps 166 and 168 in FIG. 6). If the viewer decides to enter into an interactive mode, the viewer employs a remote control...This causes the browser 106 to start the target resource located by the target specification listed in the EPG data structure (step 170 via the 'yes' branch from step 164). The flow chart, Figs. 6-7, clearly shows that the computing unit processor goes through step 170 to step 186 and further teaches providing multiple levels of added content either upon selection or automatically provided by the storage unit of VCU or the headend (figs. 6-9, col. 4, lines 27-34, col. 9, line 41-col. 10, line 10 and line 24-col. 12, line 38). As further illustrates in fig. 6-7, steps 182-186 is a continuous process where the viewer computing unit (VCU) continuously receives and presents supplemental information (' ... automatic selections associated with the opportunity and comprising input to the interactive application ...') with the video program (col. 10, line 34-col. 12, line 38)."

Applicant first notes that the Examiner's characterization of what Shoff discloses is incorrect in certain particulars. For example, Shoff's flow chart, Figs. 6-7, steps 170-186 does not disclose or suggest in this or any other portion of Shoff a script generating selections "comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction," as recited. The formatting and timing of the presentation of

Shoff does not trigger provisioning of the added content that is associated with the opportunities to invoke supplemental content that are presented to the user. The mechanism through which added content is formatted and timed by Shoff, as described in steps 170-186, is merely a prescribed presentation of content as determined by a developer. Such content bears no relation to input that would otherwise be received responsive to a viewer's active interaction as recited. More specifically, Shoff discloses:

"At the viewer computing unit, the digital data is deconstructed to extract the timing information and the display layout from the supplemental content (step 176 in FIG. 6 and step 178 in FIG. 7). The display layout defines a program boundary within which the program is displayed to the viewer. The program boundary is sized and shaped according to parameters prescribed in the display layout. As the size and shape changes, the processor scales the video data for display within the program boundary at that instance (step 180 in FIG. 7).

The display layout also defines how the supplemental content is illustrated along with the program. The display layout prescribes the size, style, location, and other parameters for presenting the supplemental content. For instance, the supplemental content might be at least partly overlaid on the video program, or provided as a wrapper around, or along side, the program. The supplemental content is displayed according to this display layout and synchronized to the program according to the timing information (step 182 in FIG. 7). As an example, the supplemental content might be a trivia game which quizzes the viewer as to possible outcomes of various scenes. The questions are displayed on the screen according to the display layout and are timed using the timing information to coincide with the part of the program to which the questions pertain." (Shoff, col. 10, lines 34-58).

As may be seen from the above, Shoff discloses that digital data provides timing information, display layout information, program boundaries and other parameters for presenting supplemental content. However, the digital data does not replace user selections. None of steps 170-186 cause an input that would otherwise be received responsive to a viewer's active interaction. Separately, Shoff does provide for direct viewer interaction, for example, via soft buttons. However, Shoff's digital data does not provide an input that would trigger provisioning of added content, content that would otherwise be the result of the viewer activating a soft button. Activating a soft button to trigger provisioning of added content and formatting and timing the presentation of added content are two entirely different actions. Therefore, Appellant finds no teaching or suggestion in Shoff of "executing a script which generates one or more automatic selections associated with the opportunity and comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction," as is recited in claim 1. For at least these reasons, claim 1 is not anticipated by Shoff. Each of claims 19, 34, and 50 are distinguishable for at least similar reasons.

In addition, in the final Office Action it is suggested that Shoff discloses all of the features of claims 9 and 17 including

"where the script is configured to retrieve either one or more automatic selections or the one or more user selections from the message queue in a repeated manner and where the interactive application is configured to determine whether one or more automatic selections exists by accessing the message queue (col. 9, line 54-col. 10, line 17 and line 50-col. 11, line 1+)."

However, Appellant finds no teaching or suggestion of a "message queue" as is recited in claim 17, in the cited portion or anywhere else in Shoff, let alone the combined use of a message queue "to retrieve either one or more automatic selections or the one or more user selections," as is recited in claim 9. For at least these reasons, claims 9 and 17

are not anticipated by Shoff and these claims are patentably distinguishable from the cited art. Each of claims 26, 32, 42, 48, 61, and 67 is distinguishable for similar reasons.

Further, in the final Office Action it is suggested that Shoff discloses all of the features of claim 15 including "wherein a receiver is configured to dynamically create the script and execute the script to generate the one or more automatic selections (col. 10, line 53-col. 11, line 44 and line 48-col. 12, line 30)." However, the cited portion of Shoff merely recites providing supplemental information based on either user inputs or time-linked contextual data from a target resource. The effects of Shoff's target resource are pre-determined by a content developer. Therefore, the target resource is not dynamically created. Appellant has reviewed both the cited portions and the remainder of Shoff and finds no teaching or suggestion of dynamically creating a script as recited. For at least these reasons, claim 15 is not anticipated by Shoff and is patentably distinguishable from the cited art. Each of claims 31, 47, and 66 is distinguishable for similar reasons.

Still further, in the final Office Action it is suggested that Shoff discloses all of the features of claim 11 including "wherein the script is dynamically created in a user STB based on user preferences (col. 4, line 56-col. 5, line 23, col. 10, line 53-col. 11, line 44)." However, the cited portion of Shoff merely describes the types of supplemental content that may be provided in an interactive entertainment system. Appellant finds no teaching or suggestion in the cited art of a script or a similar feature created dynamically based on user preferences. For at least these reasons, claim 11 is patentably distinguishable from the cited art. Each of claims 28, 44, and 63 is distinguishable for similar reasons.

Yet further, in the final Office Action it is suggested that Shoff discloses all of the features of claim 12 including "indicating default script usage preferences and storing the preferences (col.10, line 59-col. 11, line 33)." However, the cited portion of Shoff merely recites various "soft buttons" that may be selected by a user to interact with a program. One of the soft buttons is a toggle between an access mode and a classified mode. Shoff teaches that the access mode serves as a default mode. However, selecting

the default access mode does not indicate or store default script usage preferences, since the access mode does not use a script at all. Instead, the access mode merely accepts interactive inputs from the user. Nor does the classified mode include indicating or storing default script usage preferences. Even if one were to assume, for the sake of argument, that having a default mode that does not use scripts is a default script usage preference, nowhere does Shoff describe "indicating default script usage preferences; and storing said preferences," as is recited in claim 12. For at least these reasons, claim 12 is patentably distinguishable from the cited art. Each of claims 29, 45, and 64 is distinguishable for similar reasons.

Conclusion

For the foregoing reasons, it is submitted that the Examiner's rejection of claims was improper, and reversal of the examiner's decision is respectfully requested.

If any extension of time (under 37 C.F.R. § 1.136) is necessary to prevent the above referenced application from becoming abandoned, Applicant hereby petitions for such an extension. The Commissioner is hereby authorized to charge any fees which may be required to Deposit Account No. 501505/5266-03400/RDR.

Respectfully submitted,

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VIII.   CLAIMS APPENDIX

The claims on appeal are as follows.

1.   A method of script usage in an interactive television system comprising:

      executing an interactive television application, wherein said interactive application is configured to provide added content;

      providing an opportunity for the display of added content, wherein provision of said added content is configured to be triggered by one or more user selections;

      executing a script which generates one or more automatic selections associated with the opportunity, the automatic selections comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction; and

      providing said added content for display in response to detecting said automatic selections.

2.   The method of claim 1, further comprising:

      conveying said script from a network communications operator;

      receiving said script; and

      executing said script.

3.   The method of claim 1, further comprising:

      receiving said program, said added content, and said script at a receiver;

      storing said program, said added content, and said script on a non-volatile storage device coupled to said receiver; and

      retrieving said program, added content, and said script from said non-volatile storage device.

4. The method of claim 2, wherein said network communications operator receives said interactive application and said script from a head-end.

5. The method of claim 4, wherein said head-end comprises a television broadcaster.

6. The method of claim 4, wherein said head-end comprises a web content provider.

7. The method of claim 4, wherein said script is configured to provide at least one of said one or more automatic selections associated with said opportunity at a predetermined time.

8. The method of claim 1, wherein said added content is pushed content.

9. The method of claim 17, wherein said interactive application is configured to retrieve either said one or more automatic selections or said one or more user selections from said message queue.

10. (Cancelled)

11. The method of claim 1, wherein said script is dynamically created in a user set top box based on user preferences.

12. The method of claim 1, further comprising:
    indicating default script usage preferences; and
    storing said preferences.

13. The method of claim 1, further comprising:
    identifying a particular future program;
    associating one or more script usage preferences with the identified program; and
    storing said preferences.

14. The method of claim 1, wherein said script is downloaded and said input to the interactive application is not included in said script.

15. The method of claim 1, wherein a receiver is configured to:

    dynamically create said script; and

    execute said script to generate said one or more automatic selections.

16. The method of claim 12, further comprising:

    detecting said opportunity exists; and

    providing said one or more automatic selections in response to detecting said opportunity exists.

17. The method of claim 1, wherein said script is configured to store said one or more automatic selections in a message queue.

18. The method of claim 17, wherein said script is configured to store said one or more automatic selections in said queue in a repeated manner.

19. A computer readable medium comprising program instructions, wherein the program instructions are executable to:

    execute an interactive application, wherein said interactive application is configured to provide added content;

    provide an opportunity for the display of added content, wherein provision of said added content is configured to be triggered by one or more user selections;

    execute a script which generates one or more automatic selections associated with said opportunity, the automatic selections comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction; and

    provide said added content for display in response to detecting said automatic selections.

20. The computer readable medium of claim 19, wherein said carrier medium is configured to convey said script from a network communications operator to a receiver, wherein said script is subsequently executed.

21. The computer readable medium of claim 20, wherein said network communications operator receives said script from a head-end via a second carrier medium.

22. The computer readable medium of claim 21, wherein said head-end comprises a television broadcaster.

23. The computer readable medium of claim 21, wherein said head-end comprises a web content provider.

24. The computer readable medium of claim 19, wherein said script is configured to provide at least one of said one or more automatic selections associated with said opportunity at a predetermined time.

25. The computer readable medium of claim 19, wherein said added content is pushed content.

26. The computer readable medium of claim 32, wherein said interactive application is configured to retrieve either said one or more automatic selections or said one or more user selections from said message queue.

27. (Cancelled)

28. The computer readable medium of claim 19, wherein said script is dynamically created in a user set top box based on user preferences.

29. The computer readable medium of claim 20, wherein said receiver is configurable to receive an indication of a default script usage preference and is further configured to store said preference.

30. The computer readable medium of claim 19, wherein said script is downloaded and said input to the interactive application is not included in said script.

31. The computer readable medium of claim 19, wherein a receiver is configured to:
   dynamically create said script; and
   execute said script to generate said one or more automatic selections.

32. The computer readable medium of claim 19, wherein said script is configured to store said one or more automatic selections in a message queue.

33. The computer readable medium of claim 19, further comprising:
   identifying a particular future program;
   associating one or more script usage preferences with the identified program; and
   storing said preferences.

34. A script usage device comprising:
   a signal receiver, wherein said signal receiver is configured to receive a
         programming signal; and
   a script usage mechanism coupled to said receiver, wherein said script usage
         mechanism is configured to:
         execute an interactive application, wherein said interactive application is
               configured to provide added content;
         provide an opportunity for the display of added content, wherein provision
               of said added content is configured to be triggered by one or more
               user selections;
         executing a script which generates one or more automatic selections
               associated with said opportunity, the automatic selections

comprising input to the interactive application that triggers
provision of said added content, the input being input that would
otherwise be received responsive to a viewer's active interaction;
and

provide said added content for display in response to detecting said
automatic selections.

35. The script usage device of claim 34, wherein said receiver is configured to receive
said script from a network communications operator, and wherein said script usage
mechanism is configured to subsequently execute said script.

36. The script usage device of claim 34, wherein said script usage device is further
configured to:
receive said program, said added content, and said script;
store said program, said added content, and said script on a non-volatile storage
device coupled to said script usage device; and
retrieve said program, added content, and said script from said non-volatile
storage device.

37. The script usage device of claim 34, wherein said network communications operator
is configured to receive said script from a head-end.

38. The script usage device of claim 37, wherein said head-end comprises a television
broadcaster.

39. The script usage device of claim 37, wherein said head-end comprises a web content
provider.

40. The script usage device of claim 35, wherein said script is configured to provide at
least one of said one or more automatic selections associated with said opportunity at
a predetermined time.

41. The script usage device of claim 34, wherein said added content is pushed content.

42. The script usage device of claim 48, wherein said interactive application is configured to retrieve either said one or more automatic selections or said one or more user selections from said message queue.

43. (Cancelled)

44. The script usage device of claim 34, wherein said script is dynamically created in a user set top box based on user preferences.

45. The script usage device of claim 35, wherein said script usage mechanism is configurable to receive an indication of a default script usage preference and is further configured to store said preference.

46. The script usage device of claim 34, wherein said script is downloaded and said input to the interactive application is not included in said script.

47. The script usage device of claim 34, wherein a receiver is configured to:
    dynamically create said script; and
    execute said script to generate said one or more automatic selections.

48. The script usage device of claim 34, wherein said script is configured to store said one or more automatic selections in a message queue.

49. The script usage device of claim 34, further comprising:
    identifying a particular future program;
    associating one or more script usage preferences with the identified program; and
    storing said preferences.

50. A system for automating user input in an interactive television system comprising:

    a first source configured to convey an interactive application to a receiver;

    a second source configured to convey added content to said receiver; and

    a receiver coupled to said first source and said second source, wherein said receiver is configured to:

        execute said interactive application, wherein said interactive application is configured to provide added content;

        provide an opportunity for the display of added content, wherein provision of said added content is configured to be triggered by one or more user selections;

        executing a script which generates one or more automatic selections associated with said opportunity, the automatic selections comprising input to the interactive application that triggers provision of said added content, the input being input that would otherwise be received responsive to a viewer's active interaction; and

        provide said added content for display in response to detecting said automatic selections.

51. The system of claim 50, wherein an opportunity to provide said added content is provided by said interactive application executing within said receiver.

52. The system of claim 50, further comprising a non-volatile storage device, wherein said receiver is further configured to:

    receive said added content, said script, and a program corresponding to said added content and said script;

    store said program, said added content, and said script on said non-volatile storage device; and

    retrieve said program, added content, and said script from said non-volatile storage device.

53. The system of claim 51, wherein said first source comprises a network communications operator.

54. The system of claim 53, wherein said second source comprises a network communications operator.

55. The system of claim 53, wherein said second source comprises a web content provider.

56. The system of claim 53, wherein said network communications operator is configured to receive said script from a head-end.

57. The system of claim 56, wherein said head-end comprises a television broadcaster.

58. The system of claim 56, wherein said head-end comprises a web content provider.

59. The system of claim 50, wherein said script is configured to provide at least one of said one or more automatic selections associated with said opportunity at a predetermined time.

60. The system of claim 50, wherein said added content is pushed content.

61. The system of claim 67, wherein said interactive application is configured to retrieve either said one or more automatic selections or said one or more user selections from said message queue.

62. (Cancelled)

63. The system of claim 50, wherein said added script is dynamically created in a user set top box based on user preferences.

64. The system of claim 51, wherein said receiver is configurable to receive an indication of a default script usage preference and is further configured to store said preference.

65. The system of claim 50, wherein said script is downloaded and said input to the interactive application is not included in said script.

66. The system of claim 50, wherein a receiver is configured to:

   dynamically create said script; and

   execute said script to generate said one or more automatic selections.

67. The system of claim 50, wherein said script is configured to store said one or more automatic selections in a message queue.

68. The system of claim 50, further comprising:

   identifying a particular future program;

   associating one or more script usage preferences with the identified program; and

   storing said preferences.

69. The method of claim 73, wherein said levels of added content comprise increasing levels of detail.

70. The computer readable medium of claim 75, wherein said levels of added content comprise increasing levels of detail.

71. The script usage device of claim 77, wherein said levels of added content comprise increasing levels of detail.

72. The system of claim 79, wherein said levels of added content comprise increasing levels of detail.

73. The method of claim 1, wherein said interactive application is configured to provide two or more levels of added content, the method further comprising:

    storing an indication of a desired level of added content to display during display of a television program, wherein said automatic selections are based on said indication and said indication is not associated with any particular added content; and

    providing said desired level of added content for display in response to detecting said automatic selections.

74. The method of claim 73, wherein said indication is applicable to all applications which provide an opportunity for display of said desired level of added content.

75. The computer readable medium of claim 19, wherein said interactive application is configured to provide two or more levels of added content, the method further comprising:

    storing an indication of a desired level of added content to display during display of a television program, wherein said automatic selections are based on said indication and said indication is not associated with any particular added content; and

    providing said desired level of added content for display in response to detecting said automatic selections.

76. The computer readable medium of claim 75, wherein said indication is applicable to all applications which provide an opportunity for display of said desired level of added content.

77. The script usage device of claim 34, wherein said interactive application is configured to provide two or more levels of added content, the method further comprising:

    storing an indication of a desired level of added content to display during display of a television program, wherein said automatic selections are based on

said indication and said indication is not associated with any particular
added content; and

providing said desired level of added content for display in response to detecting
said automatic selections.

78. The script usage device of claim 77, wherein said indication is applicable to all
applications which provide an opportunity for display of said desired level of added
content.

79. The system of claim 50, wherein said interactive application is configured to provide
two or more levels of added content, the method further comprising:

storing an indication of a desired level of added content to display during display
of a television program, wherein said automatic selections are based on
said indication and said indication is not associated with any particular
added content; and

providing said desired level of added content for display in response to detecting
said automatic selections.

80. The system of claim 79, wherein said indication is applicable to all applications
which provide an opportunity for display of said desired level of added content.

IX. EVIDENCE APPENDIX

No evidence submitted under 37 CFR §§ 1.130, 1.131 or 1.132 or otherwise entered by the Examiner is relied upon in this appeal.

X.   **RELATED PROCEEDINGS APPENDIX**

There are no related proceedings.